PLUS
MARKETING
How to avoid churn

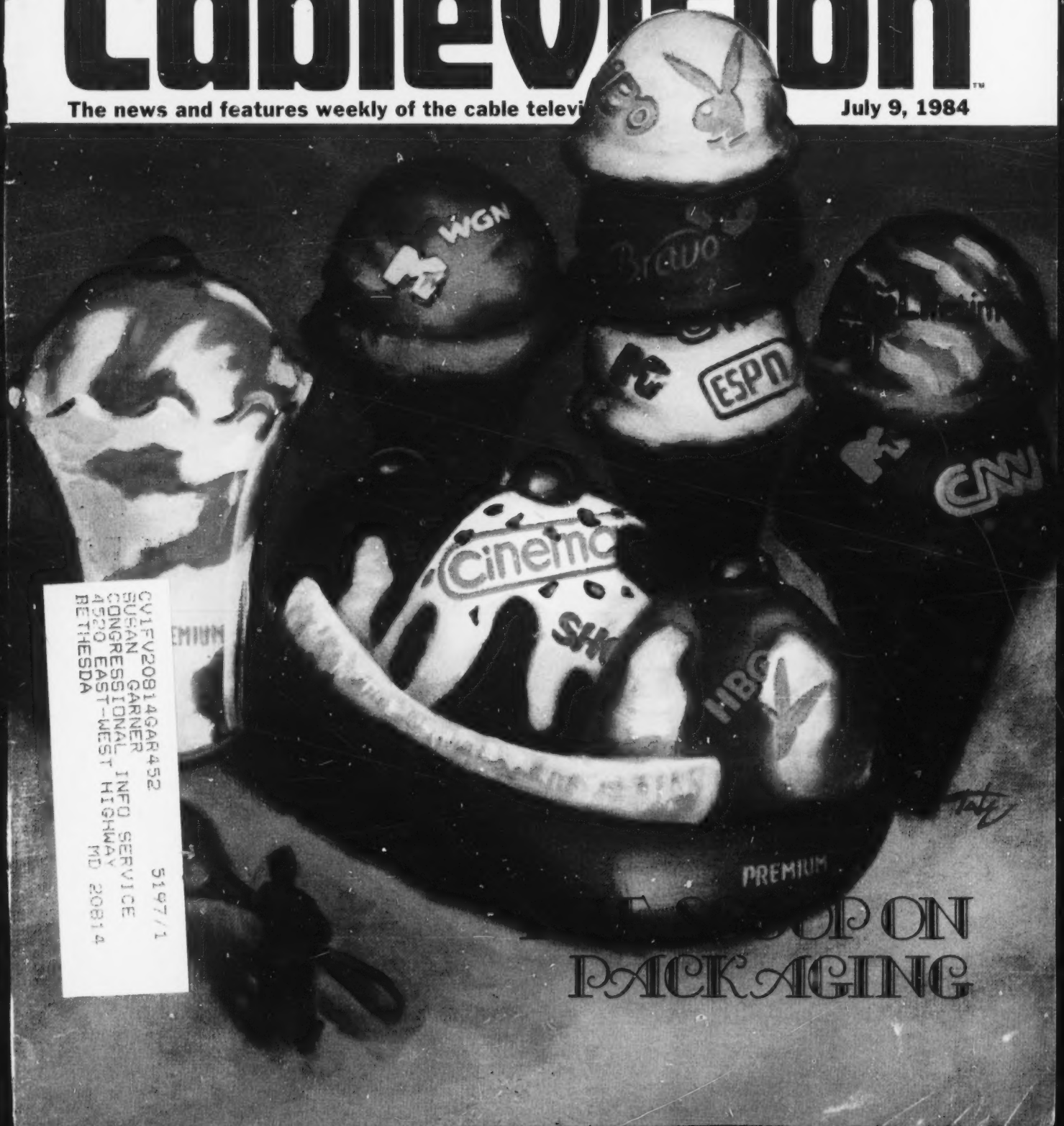
- **DBS doubts grow as CBS withdraws from STC**
- **Supreme Court strikes NCAA pigskin contracts**
- **4103 moves to House; NCTA presses cities**
- **TCI wants to strip Pittsburgh of interactivity**

- CF82-2

CableVision™

The news and features weekly of the cable televi

July 9, 1984



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CableVision

This Week in Cable, pages 14-19

July 9, 1984, Volume 9, Number 45

CBS BACKS OUT OF DBS

After months of joint venture talks with Comsat and its Satellite Television Corp. division, the broadcast giant decides not to proceed as a DBS partner.

COURT BLOCKS NCAA PACTS

The Supreme Court rules that the National Collegiate Athletic Association's football pact with CBS, ABC and ESPN is illegal. The ruling sends college football schools and cable networks scurrying for new alliances, new deals.

DEREG BILL MOVES—SLOWLY

The House Commerce Committee reports H.R. 4103 to the full House amid controversy surrounding the bill's rate regulation and apartment access provisions. NCTA wants further concessions from cities.

SMALLER IS BETTER, TCI TELLS PITT

Tele-Communications Inc. proposes to cut activated channels from 63 to 44 and eliminate interactive services if the Denver-based MSO takes over Warner Amex's troubled Pittsburgh system as planned.

DALLAS OKAYS W-A SCALEBACKS

Conceding Warner Amex's arguments that economic circumstances dictate franchise changes, the Dallas City Council has approved many of the concessions the sixth-ranked MSO requested.

PROGRAMMING 20

United Video's latest cable product, its 24-hour Cable Sports Ticker text service, is ready to be sold to regional sports networks this summer and to operators later this year. Also: Robert DiMatteo reviews Nickelodeon's new animated series, *Belle and Sebastian*.

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ELRA Group's CableMark Probe study results from January and February echo the findings of International Communications Research's benchmark study for the National Cable Television Association: Consumers are satisfied with cable, ELRA reports, and the majority of current subscribers are not inclined to disconnect service.

BUSINESS 39

Showtime The Movie Channel's affiliate anti-theft campaign gets a big send-off in Denver. Case studies show results are worth the effort.

GOVERNMENT & LAW 42

The recent Supreme Court ruling granting the FCC authority over the regulation of cable by local governments may cause problems with the industry's challenge to the FCC's must-carry rules.

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About the cover

Artist Clark Tate scoops up delectable-looking cones, sundaes and a parfait to illustrate the packaging and tiering issues.

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PLUS

The latest scoop on packaging, tiering

As packaging and so-called "bundling" become more prevalent in the marketing of cable services, operators find themselves facing more hard choices: Do they concentrate on packaging—of pays, and in some cases, pays with "expanded" basics—or do they stress a la carte? And if they package, do they increase value or merely reduce customer choice? Associate Editor Cecilia Capuzzi explores these and other questions. Also, Simon Applebaum offers up tips to avoid churn, as advocated by industry players.

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BPA

ELRA FINDS SUBS HAPPY WITH CABLE

44 pct. 'very satisfied' in CableMark Probe

SAN FRANCISCO—Echoing the recent results of a study by International Communications Research are ELRA Group's CableMark Probe study last January and February found subscribers to be extremely satisfied with cable television offerings. Overall, 86.3 percent said they were at least somewhat satisfied with cable while 44 percent of those were "very satisfied." The results are the highest recorded by ELRA in two years and represent a four point gain from the previous quarter.

The study, which is the next to last in ELRA's Probe I series of month-long surveys, also found a correlating decrease in intentions to disconnect among single pay homes, middle-income households, subscribers in mid-sized systems and subscribers paying $18 to $22 per month for cable.

Among upper income households, multi-pay homes and subscribers in some larger systems, however, intent to disconnect showed a sharp rise. According to Bruce Hoban, ELRA research vice president, if the trend to disconnect continues in these households, it could signal a "growing price resistance among cable's highest paying consumers."

Of those planning to disconnect, 41.4 percent cited cost as the predominant reason. Poor programming and household relocation ranked second and third with 17.1 percent and 15.7 percent, respectively, reporting those factors. Poor reception caused 10 percent of respondents to consider disconnecting, while poor customer service caused 5.7 percent to consider canceling cable.

The results of the winter CableMark Probe study also show the effects of network ratings sweeps on television viewing. Cable and network satisfaction among viewers fell in the early February sweeps period compared with the two weeks immediately preceding the sweeps in late January. Distant signals, as a group, measured the largest decreases. Hoban said part of the decline in satisfaction during this time might have to do with the networks' "promotional overkill." "There's so much hype. Viewers are bombarded with it. . . Their expectations aren't met."

Hoban said the study also found that cable programming designed to attract women was not appealing to them. "They are more likely to stick to network prime time than are men or teens," Hoban said. He said ELRA has not yet been able to determine why women are resisting this programming.

"We're trying to reach conclusions," Hoban said about women's viewing habits and the disconnect data. "Right now, it's too early to tell." Hoban said he hopes ELRA's second CableMark Probe series, which began in June and is continuing, will address those and other issues.

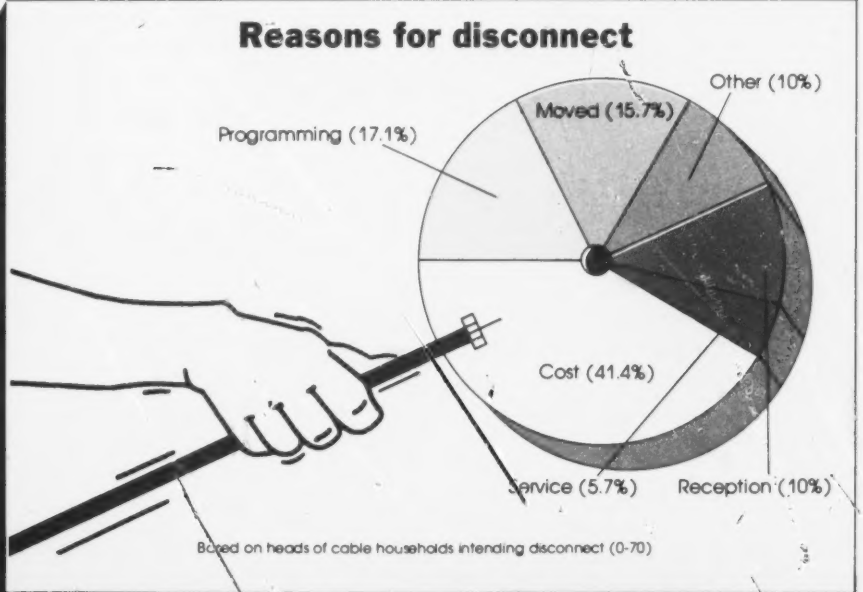
The new survey is polling 3,000 subscribers and non-subscribers, rather than the previous 2,000-person sample in the Probe I series. It also interviews the head of the household, along with another randomly designated respondent in the home who is at least 12 years old. The Probe II study gives equal weight to subscriber and non-subscriber response, interviewing each for 30 minutes. This allows ELRA to "perfectly parallel" the responses from each group, Hoban said.

Hoban expects the CableMark Probe II study to examine the impact of "sources that contribute to the viewing decision," such as cable guides and Sunday newspaper supplements.

"Our approach with (CableMark Probe II) is to gear it to helping (operators) with marketing and promotion, rather than making it just an advertising tool for agencies," Hoban said.

International Communications Research's benchmark study on subscriber satisfaction for the National Cable Television Association polled 1,501 people and found that five out of every six current subscribers, or more than 80 percent, said they were very or somewhat satisfied with cable.

—Cecilia Capuzzi



Notes

■ Whaling City Cable TV received a 1984 Southeastern Massachusetts Advertising Club "TAC" award. The Colony system, which services New Bedford and Dartmouth, Mass., won for work on its Com Electric account. The awards are given annually to Massachusetts Ad Club members to encourage creative excellence.

■ The Disney Channel subscriber count jumped 12.4 percent during May, with more than 135,000 subscribers signing up during the four-week period. The Disney Channel's subscriber total is now 1,132,389. The May subscriber acquisitions are the highest in a single month, according to Jim Jimirro, Disney Channel president. The channel, which is now available in all 50 states, has signed 1,712 systems and 46 of the top 50 MSOs.

■ The Disney Channel conducted an extensive promotion in Independence, Miss., on June 29 through July 1 to assist local operators with acquisition and retention. A "Mousercise" show was staged at Independence Center Mall to promote Landmark Cablevision; Disney character appearances at a Kansas City Royals baseball game honored Donald Duck's 50th birthday; a special Donald Duck birthday breakfast was hosted by Mickey Mouse, Minnie and Goofy on July 1; and the entire Mousercise cast visited the children's ward at Independence Medical Center.

■ ESPN introduced an expanded sales presentation kit and will conduct regional seminars this summer to train sales staffs to use materials in the kit. Each sales kit contains a seven-minute video featuring ESPN programming highlights, ratings and demographic information and testimonials from local retailers.

■ United Video's The Electronic Program Guide (EPG) has signed on Falcon Cable's Alhambra, Calif., system with 52,000 subscribers. With its most recent affiliate, EPG passed the 3 million subscriber mark.

CABLE STATS

Cable Industry Growth Chart

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TV HH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984E	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source: CableProFile Data Base: INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH) .. 83,775,000

Homes passed by cable (HP) 54,500,000

Percent of TVHH passed by cable 65.1%

Basic cable subs. 30,700,000

Percent of TVHH with basic cable .. 36.7%

Percent of HP with basic cable .. 56.3%

Pay cable subs 18,300,000

Percent of TVHH with pay cable 21.8%

Percent of HP with pay cable 33.6%

Percent of basic subs with pay cable 59.6%

Figures are as of March 30, 1984
Source: CableProFile Data Base: INTERNATIONAL COMMUNICATIONS RESEARCH

Satellite lineup

Satcom III-R (RCA Americom) — **Transponder**

AP News Cable ... 6
ARTS and Entertainment ... 1
Bonneville's Easy Listening (audio ... 3
C-SPAN ... 19
Cable Jazz Network (audio service) ... 8
CBN Cable Network ... 8
Cable News Network ... 14
CNN Headline News ... 15
Cinemax (East) ... 20
(West) ... 23
Dow Jones Cable News (text)
(Southern Satellite Systems) ... 6
EPG (United Video text) ... 3
ESPN ... 7
Eternal Word ... 18
Financial News Network ... 4
Genesis Storytime ... 8
HBO (East) ... 24
(West) ... 13
HTN ... 16
Keyfax (text) ... 6
The Learning Channel ... 16
Lifestyle (United Video audio service) ... 3
Lifetime ... 17
Love Sounds (audio service) ... 8
Moody Bible (United Video audio service) ... 3
The Movie Channel (East) ... 5
MSN—The Information Channel ... 22
MTV ... 11
Nice and Easy (audio service) ... 8
Nickelodeon ... 1
PTL ... 2
Quotrader (text) ... 6
Reuters News View (text) ... 18
(SSS) ... 6
Satellite Radio Network (audio service) ... 2
SCAN (audio service) ... 6
Showtime (East) ... 12
(West) ... 10
Sports Time Cable Network ... 4
UPI Cable News (text) ... 6
UPI Customized Cable News (text) ... 6
USA Network ... 9
(during blackout) ... 22
Video Concert Hall ... 16
The Weather Channel ... 21
WFMT (United Video audio service) ... 3
WGN (United Video) ... 3
WTBS (SSS) ... 6

Satcom IV (RCA Americom) — **Transponder**

Bizner (Viacom) ... 15
Bravo (ESPN) ... 2
KKGO-FM ... 17
National Christian Network ... 7
Playboy (evenings) ... 12
Santa Fe Communications ... 23
SPN ... 3
SportsVision ... 9
Trinity ... 17
WPIX ... 19

Westar IV (Western Union) — **Transponder**

AmSat ... 5D
AmSat Digital Traffic ... 6X, 7D
Bonneville Satellite ... 3D, 12X
Cable News Network News Feeds ... 8X
Hughes Television Network ... 1X, 2X, 7X
Wold Communications ... 6D, 9X, 10D

Westar V (Western Union) — **Transponder**

American Christian Television Systems ... 2X
ARTS and Entertainment ... 12D
The Disney Channel (Wold Communications) ... 5X, 6X
FNN ... 11D
Meadows Racing Network ... 8X
Nashville Network (Group W) ... 9D
National Jewish Television ... 12X
Pro Am Sports System ... 7X
SelecTV (Wold Communications) ... 3D
Sportsvue ... 4X
University Network ... 1X

Comstar D-4 (AT&T/GTE) — **Transponder**

Country Music Television ... 9H
ESPN ... 7V
ON TV ... 5V, 6V
The Silent Network ... 9H

Galaxy I (Hughes) — **Transponder**

BET ... 17
CNN ... 7
CNN Headline News ... 8
C-SPAN ... 13
The Disney Channel ... 4, 24
GalaVision (SIN) ... 20
HBO ... 23
Home Team Sports ... 12
The Movie Channel ... 14
Nashville Network ... 2
SIN ... 6
Turner Broadcasting ... 7, 18
WOR-TV ... 15

Source: Titsch Communications Inc

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications Inc	2,798,000	(3/84)
2	American Television and Communications Corp	2,400,000	(12/83)
3	Group W Cable	1,988,352	(4/84)
4	Cox Cable Communications Inc	1,503,402	(5/84)
5	Storer Cable Communications	1,413,000	(3/84)
6	Warner Amex Cable Communications Inc	1,382,983	(4/84)
7	Times Mirror Cable TV Inc	972,703	(5/84)
8	Continental Cablevision	875,000	(5/84)
9	Newhouse Broadcasting	843,649	(5/84)
10	Viacom Cablevision	753,900	(5/84)
11	United Cable Television Corp	663,000	(5/84)
12	Sammons Communications Inc	594,000	(5/84)
13	Rogers Cablesystems Inc	539,848	(5/84)
14	Cablevision Systems Development Co	502,000	(4/84)
15	Comcast Cable Communications	461,000	(5/84)
16	Telecable Corp	411,740	(5/84)
17	Jones Intercable	390,785	(5/84)
18	Heritage Communications Inc	390,403	(5/84)
19	Capital Cities Cable Inc	356,690	(5/84)
20	UA Cablesystems Corp	345,549	(5/84)
21	General Electric Cablevision	326,600	(5/84)
22	Wometco Cable TV Inc	289,698	(5/84)
23	Century Communications Corp	275,000	(4/84)
24	Prime Cable Corp	274,018	(5/84)
25	Multimedia Cablevision Inc	257,005	(5/84)
26	TCA Group	244,589	(5/84)
27	Centel Cable Television Co	243,320	(5/84)
28	Daniels & Associates	240,041	(4/84)
29	MacLean Hunter Cable TV Ltd	237,000	(5/84)
30	American Cablesystems Corp	196,618	(5/84)
31	Scripps-Howard	193,154	(5/84)
32	Service Electric Cable TV Inc	189,500	(4/84)
33	Adelphia Communications	184,500	(5/84)
34	Colony Communications Inc	183,627	(5/84)
35	Cable Vision Industries	181,607	(5/84)
36	Communications Service Inc	175,000	(9/83)
37	Rollins Inc	174,415	(5/84)
38	Cablentertainment	167,124	(4/84)
39	Tribune Cable Communications	161,533	(5/84)
40	Harte Hanks Communications	153,596	(5/84)
41	Western Communications	148,318	(5/84)
42	McDonald Group	139,585	(6/83)
43	Adams-Russell Communications	130,000	(5/84)
44	Harron Communications Corp	127,159	(5/84)
45	Midcontinent Cable Systems Co	126,881	(5/84)
46	Midwest Video Corp	118,102	(9/83)
47	McCaw Communications	117,200	(5/84)
48	Buckeye Cablevision	116,628	(5/84)
49	Sutton Capital Group	114,723	(5/84)
50	Televents Inc	108,493	(5/84)
51	Falcon Communications	108,161	(4/84)
52	Armstrong Utilities	105,456	(5/84)
53	Harris Cable Corp	103,186	(4/84)
54	Communications Systems Inc	94,655	(4/84)
55	Lenfest Group	89,689	(5/84)
56	Summit Communications	88,797	(5/84)
57	Multi-Channel TV Cable Co	87,755	(4/84)
58	Greater Media	84,642	(4/84)
59	US Cable Corp	84,500	(4/84)
60	McClatchy Newspapers	83,082	(5/84)
61	King Videocable Co	80,505	(5/84)
62	National Telecommunications Corp	76,450	(3/84)
63	Palmer Communications	76,266	(5/84)
64	Perry Cable TV Corp	74,727	(5/84)
65	WEHCO Video Inc	73,750	(5/84)
66	Acton Corp	72,000	(5/84)
67	The Essex Group	70,364	(5/84)
68	Omega Communications	68,000	(4/84)
69	Susquehanna Broadcasting	67,196	(5/84)
70	Wabash Cablevision	64,616	(5/84)
71	Cable Management Associates Inc	64,200	(5/84)
72	Sonic Cable TV	63,941	(4/84)
73	Pencor Services Inc	63,450	(5/84)
74	Booth Communications	62,802	(5/84)
75	Marsh Media	56,077	(5/84)
76	Selkirk Communications	52,657	(5/84)
77	Omni Cable TV Corp	52,509	(12/83)
78	The Daily Press	52,000	(4/84)
79	Simmons Communications	47,014	(5/84)
80	Matrix Enterprises	43,743	(5/84)
81	Helicon Corp	43,050	(5/84)
82	Cencom Cable Association	41,509	(5/84)
83	Chambers Communications Corp	40,998	(5/84)
84	Donrey Cablevision	40,523	(5/84)
85	Joseph Gans	39,927	(5/84)
86	Combined Cable Corp	38,759	(5/84)
87	National Cablesystems Inc	38,212	(5/84)
88	Marcus Communications	37,440	(5/84)
89	Masada Corp	36,350	(5/84)
90	New England Cablevision Inc	35,810	(5/84)
91	United Video Management	35,400	(4/84)
92	Multivision Group	33,771	(5/84)
93	Cable Holdings Inc	33,325	(5/84)
94	Wisconsin Cablevision and Radio Co Inc	32,088	(5/84)
95	First Carolina Communications Inc	31,759	(5/84)
96	Whitney Communications Corp	30,000	(5/84)
97	United Broadcasting Co	30,000	(3/84)
98	Southern Cablevision	30,000	(4/83)
99	Mid America Media	28,061	(4/84)
100	Consolidated Cable Systems	27,629	(5/84)

Source: Subscriber counts are provided by MSOs to Titsch Communications Inc

Top 100 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	243,570	(5/84)
2	Woodbury (Long Island), NY	Cablevision Systems	225,000	(3/84)
3	Manhattan, NY	ATC	187,900	(12/83)
4	Houston, TX	Warner Amex	184,414	(4/84)
5	San Antonio, TX	Rogers Cablesystems	183,780	(5/84)
6	Florida Division	ATC	179,800	(12/83)
7	East Orange, NJ	MacLean Hunter	162,330	(5/84)
8	Cincinnati area, OH	Warner Amex	137,090	(4/84)
9	Wayne, NJ	UA Cablesystems	130,413	(5/84)
10	Tulsa, OK	United Cable	115,259	(5/84)
11	Audubon, NJ	NYT Cable	114,623	(5/84)
12	Atlanta Metro Area, GA	Prime Cable	110,165	(5/84)
13	Rochester, NY	ATC	108,600	(12/83)
14	Erie County, NY	Prime Cable Corp	106,798	(5/84)
15	Baltimore County, MD	Comcast Cable	106,700	(5/84)
16	Tidewater (Norfolk), VA	Cox Cable	105,080	(5/84)
17	San Jose, CA	Gill Industries	102,233	(5/84)
18	Austin, TX	ATC	98,900	(12/83)
19	Honolulu, HI	ATC	97,100	(12/83)
20	Toledo, OH	Buckeye Cablevision	96,251	(5/84)
21	Jacksonville, FL	Continental	96,000	(5/84)
22	Englewood, CO	United Cable	95,255	(5/84)
23	Central Islip, NY	Viacom Cablevision	94,900	(5/84)
24	Memphis, TN	ATC	94,300	(12/83)
25	Seattle, WA	Group W Cable	94,212	(3/84)
26	Jefferson Parish (Kenner), LA	Cox Cable	92,666	(5/84)
27	Manhattan, NY	Group W Cable	89,536	(3/84)
28	San Juan, PR	Harris Cable Corp	88,463	(4/84)
29	San Francisco, CA	Viacom Cablevision	86,300	(5/84)
30	Grand Rapids, MI	General Electric	81,233	(5/84)
31	Wichita, KA	Multimedia Cablevision	80,476	(5/84)
32	Wilmington, DE	Rollins Cable	80,212	(5/84)
33	San Diego, CA	ATC	78,900	(12/83)
34	Dallas, TX	Warner Amex	78,825	(4/84)
35	Seattle, WA	Viacom Cablevision	77,500	(5/84)
36	Phoenix, AZ	Times Mirror	75,661	(5/84)
37	Pittsburgh, PA	Warner Amex	74,287	(4/84)
38	New Orleans, LA	Cox Cable	71,425	(5/84)
39	Flint, MI	Comcast Cable	71,200	(5/84)
40	South Bend, IN	Heritage	67,660	(5/84)
41	Omaha, NE	Cox Cable	66,423	(5/84)
42	Richmond/Henrico County, VA	Continental	66,218	(5/84)
43	Tacoma, WA	Cable TV of Puget Sound	66,113	(5/84)
44	Broward County, FL	Storer	65,660	(4/84)
45	Louisville, KY	Times Mirror	65,542	(5/84)
46	Charlotte, NC	ATC	64,600	(12/83)
47	Baton Rouge, LA	Daniels & Assoc	64,258	(4/84)
48	Cleveland Heights, OH	Viacom Cablevision	63,800	(5/84)
49	Jefferson County, KY	Storer	63,508	(4/84)
50	Santa Monica, CA	Group W Cable	63,500	(5/84)
51	Las Vegas, NV	Times Mirror	63,487	(5/84)
52	Pompano Beach, FL	American Cablesystems	63,145	(5/84)
53	Oklahoma City, OK	Cox Cable	62,917	(5/84)
54	Columbus, OH	Warner Amex	62,119	(4/84)
55	Buffalo, NY	TCI	61,000	(3/84)
56	Akron, OH	Warner Amex	60,772	(4/84)
57	St. Petersburg, FL	Group W Cable	60,400	(5/84)
58	Boston Complex (Malden), MA	Warner Amex	60,327	(4/84)
59	Indianapolis, IN	Wabash Cablevision	60,300	(5/84)
60	Clearwater, FL	Newhouse Broadcasting	60,000	(5/84)
61	Allentown, PA	Service Electric Cable	60,000	(1/84)
62	Kansas City, MO	ATC	59,100	(12/83)
63	Santa Barbara, CA	Cox Cable	58,880	(5/84)
64	Snohomish County, WA	Viacom Cablevision	58,600	(5/84)
65	Syracuse Suburbs, NY	New Channels Corp	58,463	5/84
66	El Paso, TX	Group W Cable	58,401	(3/84)
67	Monterey, CA	Western Communications	58,278	(5/84)
68	Sarasota, FL	Storer Cable	57,642	(4/84)
69	Harrisburg, PA	Sammons Communications	57,000	(5/84)
70	Chicago Suburbans (Oak Park), IL	Cablevision	56,522	(5/84)
71	Hartford, CT	Times Mirror	56,275	(5/84)
72	New Britain, CT	United Cable	55,825	(5/84)
73	Madison, WI	Midcontinent Cable/TCI	55,375	(5/84)
74	Allentown, PA	Twin County Cable TV Inc	55,000	(3/84)
75	Des Moines, IA	Heritage Communication	54,932	(5/84)
76	Nashville, TN	Viacom	54,600	(5/84)
77	Binghamton, NY	NewChannels	54,565	(5/84)
78	Columbus, OH	Coaxial Communications	54,160	(5/84)
79	Chattanooga, TN	TeleScripps	54,099	(5/84)
80	Bridgeport, CT	Cablevision-Scripps Howard	54,000	(5/84)
81	Knoxville, TN	TeleScripps	53,985	(5/84)
82	New Haven, CT	Storer	53,619	(4/84)
83	Port Arthur, TX	TCI	52,470	(12/83)
84	Canton, OH	Warner Amex	52,367	(12/83)
85	Greater Boston, MA	CableVision of Boston	52,033	5/84
86	Lexington, KY	Telecable Corp	51,532	(5/84)
87	Charleston, SC	Storer	51,457	(4/84)
88	Westchester County, NY	UA Cablesystems Corp	51,422	(5/84)
89	Worcester (Leicester), MA	Greater Media	51,402	(4/84)
90	Shreveport, LA	ATC	51,400	(12/83)
91	Escondido/San Diego City, CA	Times Mirror	51,037	(5/84)
92	Los Angeles, CA	Falcon Communications	51,000	5/84
93	Jackson, MS	ATC	50,700	(12/83)
94	San Rafael/Marin City, CA	Viacom	50,300	(5/84)
95	Reading, PA	ATC	50,000	(12/83)
96	Albuquerque, NM	Tribune Cable	49,416	(5/84)
97	Winston-Salem, NC	Summit Communications	49,178	(5/84)
98	Quint Cities, IL	Cox Cable	48,148	(5/84)
99	Birmingham, AL	ATC	48,000	(5/84)
100	Peoria, IL	General Electric	47,700	(5/84)

1. Includes Orlando, FL and Melbourne, FL

Source: Subscriber counts are provided by MSOs and individual systems to Titsch Communications Inc